

# Vorys, Sater, Seymour and Pease LLP

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EX PARTE OR LATE FILED

October 25, 2000

## VIA COURIER

Ms. Magalie Roman Salas, Secretary  
Federal Communications Commission  
445 12th Street S.W.  
Room TW-204B  
Washington, DC 20554

RECEIVED

OCT 25 2000

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

## MEMORANDUM CONCERNING EX PARTE PRESENTATION

Re: MM Docket No. 99-39

00-39

Dear Ms. Salas:

Transmitted herewith, pursuant to Sections 1.1206 of the Commission's Rules, are, for placement in the record of the above-referenced docketed proceeding, an original and one copy of this memorandum and attachments. These materials are filed on behalf of Coast Community College District ("CCCD"), licensee of Station KOCE-TV, Huntington Beach, CA, and relate to three separate meetings the undersigned, Mr. Mel Rogers, President of KOCE-TV, and Mr. Merrill Weiss, technical consultant to CCCD, had yesterday with Commissioners Furchtgott-Roth and Ness and their legal advisors, and with Mr. Roy J. Stewart, Chief of the Mass Media Bureau, and members of his staff.

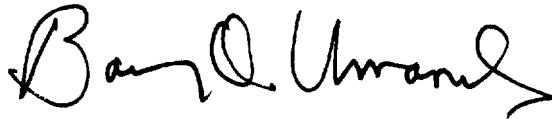
In these presentations, Messrs. Rogers and Weiss, along with the undersigned, reiterated the points made in the CCCD comments in the above-referenced rulemaking proceeding. Additionally, Mr. Rogers distributed copies of the attached documents dealing with the community service and instructional programming provided by KOCE-TV.

No. of Copies rec'd 0  
List ABCDE

Ms. Magalie Roman Salas  
October 25, 2000  
Page 2

It is respectfully requested that the enclosed "return copy" of this memorandum be date-stamped as "received" and provided to the courier delivering this memorandum to your office. Please feel free to contact the undersigned directly if there are any questions concerning this filing.

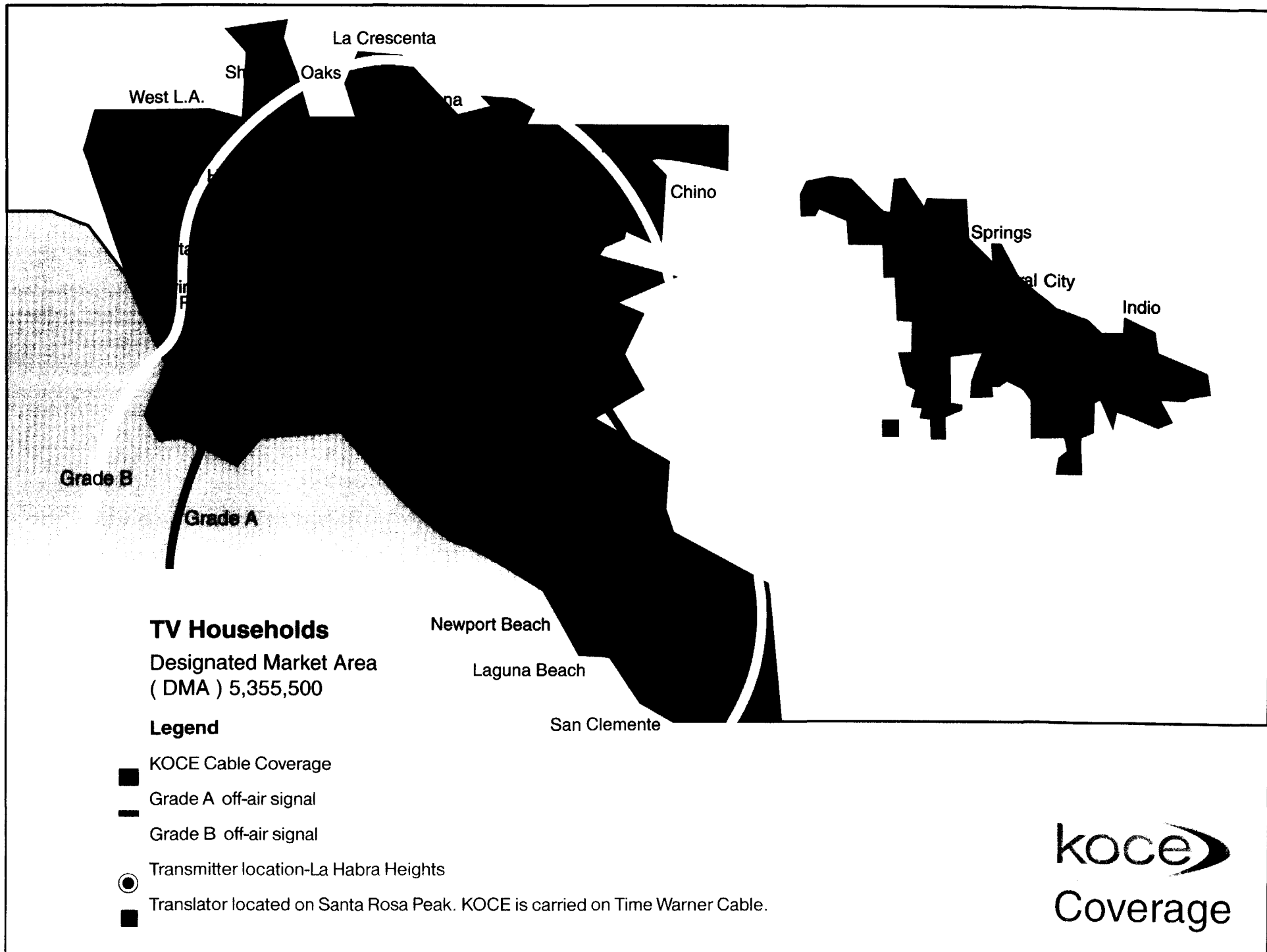
Very truly yours,

A handwritten signature in black ink, appearing to read "Barry D. Umansky". The signature is fluid and cursive, with a large initial "B" and a stylized "U".

Barry D. Umansky  
Counsel for Coast Community College District

Attachments

cc (without attachments):    The Honorable Susan Ness  
   The Honorable Harold Furchtgott-Roth  
   David Goodfriend, Esq.  
   Rebecca Beynon, Esq.  
   Roy J. Stewart, Esq.  
   Barbara Kreisman, Esq.  
   Mr. John Morgan  
   Mr. Clay Pendarvis





**Mel Rogers**  
**KOCE President**

KOCE has been providing quality television programming to Orange County and Southern California residents since 1972.

KOCE's mission is to serve the educational needs of Coastline Community, Golden West and Orange Coast Colleges, and to meet the needs and challenge the minds of the people of Southern California and the surrounding communities.

A PBS member station, KOCE is watched each week by more than three million viewers in Southern California. Excellent television programs, local and national productions, new equipment and streamlined operations, telecourses, educational



**Real Orange**

television services for the classroom, increased cable carriage, community projects, and enhanced membership and underwriting benefits all contribute to KOCE's growth.

The station provides a comprehensive broadcast schedule of quality television programs that inform, educate, enlighten and entertain. In addition to the wide range

of television programs available through its PBS membership, the station broadcasts programs and series seen locally only on KOCE. Popular programs include:

*American Experience, The Lawrence Welk Show, Nova, Antiques Roadshow, BBC World News, British comedies and the popular local news program, Real Orange.*

KOCE's signature series, *Real Orange* with hosts Ed Arnold and Ann Pulice, offers the latest news and information about what's going on in Orange County. The programs air weeknights at 7:00 and 10:30 p.m.

Working with Coastline Community College, KOCE-TV annually broadcasts more than 1,500 hours of telecourse programs, enabling thousands of adults to earn college-level credit in the convenience of their own homes. With its "Degree TV" program, KOCE boasts one of the largest formal adult-education schedules of any public television station in the United States.

KOCE's Classroom (K-12) instruction is among the largest of any public television station in California, reaching more than one million elementary and secondary students and more than 400,000 students in Orange County alone. KOCE's Telecommunications of Orange County (TOC) offers teacher training in HyperStudio, using the Internet, web site design, grant writing, and more.

Every day, KOCE Kids pre-school programs offer popular, parent-pleasing shows including *Arthur, Wisbbone* and *Barney*.

Over the years, KOCE has won hundreds of awards and honors for local and national programming, including Emmy Awards, Golden Mike Awards and Disneyland Community Service Awards. Local productions include public affairs productions and local specials and series that meet the unique needs of the community. Some KOCE production partnerships such as *Wai Lana Yoga, Kirk*

*Franklin-Nu Nation Tour*, and *Closer to Truth* are distributed to public television audiences throughout the country.

Community service is important to KOCE's mission, and the station and its programming act as a catalyst for community action. Much of the station's community efforts are done with the help of the Friends of KOCE volunteer team. This year, KOCE launched a three-year community awareness campaign celebrating diversity, called *Many Faces/Many Voices*. Another unique KOCE community service is *Hear & Now*, a free reading service for the print impaired that utilizes the station's Secondary Audio Program (SAP) Channel.



KOCE is preparing for the opportunities and challenges of the new millenium and the time when television, computers and personal communications become integrated and interactive. "Digital TV" will provide high-definition video and CD quality sound, with multiple programs broadcast on a single channel. Viewers will be able to see their favorite programs, ask questions about how a program was made, and even communicate on-line with a featured celebrity in the television of the future.

Everyday of its 28 years of community service, KOCE remains a vital alternative to commercial television. Today, KOCE is working to remain on the cutting edge of television broadcasting, and to continue to deliver to you local public television at its best.

To find out more, visit the KOCE website at <http://www.koce.org>

# Digital KOCE Daytime

Text Data: Study Guides+Periodicals+Textbooks+Airport Flight Info+OC Stock Info

**KOCE**  
**Master Teacher**  
**Channel**  
Teacher Support  
Courses

**KOCE**  
**Degree TV**  
College &  
Workforce  
Training

**KOCE**  
**Classroom TV**  
(K-12)  
Science &  
Math Courses

**KOCE**  
**Real Orange TV**  
OC Business,  
Arts, Culture  
& Destination  
Info Channel



# Digital KOCE Prime-Time

Text Data: Program Facts+Airport Flight Info+Calendar of Events+Scores

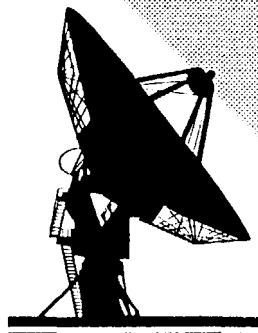
## KOCE HDTV

Spectacular Video of  
Performance Programs,  
Science & Nature Films, etc.

## KOCE

### Real Orange TV

OC Business,  
Arts, Culture,  
Destination  
Information  
(24 hrs)



## KOCE Digital Conversion

The digital television conversion, which is marked by a high level of technological sophistication, provides major benefits to the viewer and a nearly endless number of opportunities for KOCE as it provides service to the station's viewers.

- For several hours each day the station will deliver programs in high definition (HDTV). Viewers will receive pictures and sound that are significantly sharper and more distinct than anything previously delivered on broadcast television.
- Digital technology will also enable KOCE to multicast—that is, to deliver several programs over the one broadcast channel.
- Viewers will find it possible to choose from among four or more KOCE channels and, thus, select from programs and services which have been designed to serve their specific interests and needs.
- The diverse populations of the region can, following KOCE's conversion to digital transmission, expect to receive programming that is of immediate and direct interest and value.
- Soon after the initial digital conversion, KOCE intends to introduce true interactivity to the television viewing experience, thus enabling viewers to query, repeat or otherwise respond to the images and the messages received on the screen.
- The new KOCE broadcast transmitter and tower, relocated to Mount Wilson, (following approval by the FCC) will nearly double the service area of KOCE and deliver improved picture and sound to areas of Southern California which have previously had marginal reception.

In short, Digital Television is the most significant change in television in the last 50 years. It represents the fusion of video, audio, images and text into an entirely new medium. *Digital KOCE will stand on the leading edge of educational technology.*



# INTO THE MILLENNIUM

by Mel Rogers, KOCE President/General Manager

**A**s KOCE embraces the new millennium, forces of change are at work throughout the world of media and communications. Like many other companies, the boards, management and staff of KOCE have been preparing for some dynamic changes that lie ahead.

Some of the changes have been visible to you at home or in your child's classroom. Our KOCE Classroom Program Service serves more teachers and students than ever before. We've improved and matured **Real Orange**, our week-night news and public affairs series. We've strengthened our program offerings, and produced a documentary series, **Closer to Truth**, which will be seen on PBS stations nationwide next year. Additionally, KOCE has launched a three-year community awareness campaign celebrating diversity, called **Many Faces/Many Voices**.

Other changes, while not as visible to people at home, will make possible better use of current technology and allow us to better serve our communities, and our members and viewers. For example, we have upgraded and made Y 2 K compatible our internal computer systems, and purchased and installed an on-air video server. We have also applied for a construction permit from the FCC that will allow us to build KOCE's new digital transmitter on Mt. Wilson.

On the development front, we've reorganized and improved our corporate fundraising efforts. Recruitment efforts are under way to grow the KOCE-TV Foundation Board of Directors to enhance its diversity and increase

community involvement. A firm has been retained to assist us in launching a capital campaign to fund our conversion to digital television.

All of this is just the beginning of a multi-year process that will convert KOCE from a single channel public television station to a multi-channel digital educational and cultural resource with a greater local emphasis than ever before.

But not everything will change. The time-honored tradition of quality television programming should and will continue. These things will remain the same as long as KOCE is able to continue as a non-commercial, public television institution, one not dependent on ratings and commercials for survival.

Our viewers and our friends play an important part in making this future vision of local public television a reality. Community and corporate involvement will sustain the important community resource that is

KOCE and allow it to flourish. Our supporters have my deep appreciation and respect for the contributions they have made to keep KOCE on the air for nearly 28 years.

In the new millennium, an opportunity awaits to educate more people, to broadcast more cultural events, to provide more programs for diverse cultures, and to be an even greater civilizing and unifying influence throughout Southern California. I invite you to embark with us on this exciting new journey for KOCE and public television.

## What Will Change

- KOCE will transmit a wider, clearer picture via digital broadcast technology that will offer viewers greater enjoyment of on-stage performances, nature documentaries, art programs and other cultural events.
- KOCE will be able to broadcast multiple channels at one time during certain times of the day.
- KOCE will dedicate more broadcast hours to K-12 education and college credit telecourses.
- KOCE will create an Orange County Business and Tourism Channel to meet local media needs and promote America's fifth-largest county.
- KOCE will develop an aggressive prime-time presence throughout Orange County with in-between program hosts reporting live from myriad county events and locales.
- KOCE will transmit text data as well as moving pictures. This will enable viewers and students to access additional program information, check current flight schedules, or find out what's happening around the county throughout the broadcast day.

## And What Will Remain Constant

- KOCE will continue to be a rare, civilizing media influence in homes and schools.
- KOCE will continue to meet the educational needs of students and teachers at all levels.
- KOCE will continue to provide important and alternative programs not deemed commercially viable by broadcast stations and cable channels.
- KOCE will continue to make art and culture available via the television set.
- KOCE will continue to foster societal understanding by providing a voice for diverse cultures and viewpoints.
- KOCE will continue to be a unifying influence among the people of Orange and Los Angeles counties and the Coachella Valley.
- KOCE will, more than ever, need your support for its existence.



## **Imagine if one entity in Orange County could...**

- Educate 400,000 elementary and secondary students each school year
- Provide courses to 9,000 college students per year
- Help teach reading to thousands of pre-school children
- Give broad visibility to County arts organizations
- Read the daily newspaper to thousands of visually impaired people
- Provide a regular forum for worthy non-profits to solicit support
- Disseminate daily Orange County business news
- Be a true civilizing influence to nearly 3,000,000 people every week
- Help seniors re-discover cherished memories each Saturday night
- Conduct regular events in support of diverse cultures and issues
- Train hundreds of teachers in the latest educational techniques
- Enhance local citizenship with daily information on critical issues
- Be positioned to acquaint millions of Americans with Orange County
- Do it all at little or no cost to the citizenry

KOCe

**What would such an  
organization be worth to  
us?**

**This remarkable Orange County entity already exists. But it faces a terrible dilemma. It is required by federal mandate to now do one of the following:**

- Find the dollars needed to update infrastructure, meet even more needs and become even more relevant to even more people, or...
- Cease to exist

koce

**Of course, that entity is Orange County's public television station, KOCE-TV.**

The FCC has ruled that KOCE must replace all of its television equipment, grow its staff and be a DIGITAL station by year 2003.

# What is Digital TV?

## NTSC National TV Standards Committee



- Standard since 1953
- Analog Transmission
- 525 Scanning Lines
- Medium resolution picture
- Analog Audio (Equivalent to LP Records)

## DTV Digital Television

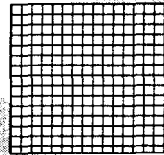
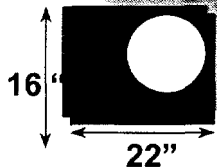


- Standard adopted 1996
- Digital Transmission
- 1000+ Scanning Lines for HDTV
- High resolution picture for HDTV
- Digital Audio (Equivalent to Compact Disc)
- Aspect Ratio 16X19 (Wide Screen)

koce

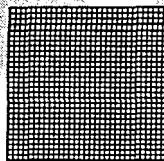
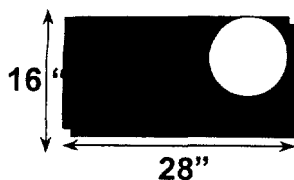
# Improves Picture Quality

## TYPICAL DIMENSIONS FOR CONVENTIONAL 27" SCREEN



Picture composed of coarse pixels (525 horizontal lines per display)

## TYPICAL DIMENSIONS FOR HDTV SCREEN WITH SAME HEIGHT AS CONVENTIONAL 27" SCREEN



Picture composed of more, smaller pixels (1,125 horizontal lines per display)

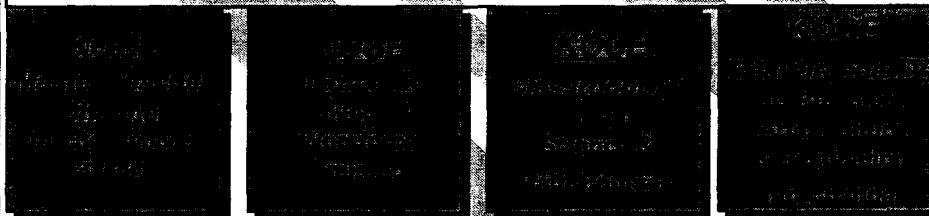
koce

**A wider TV screen with improved pictures  
and sound is only part of the story.**

**A DIGITAL KOCE-TV  
will be able to transmit  
many channels of  
video and text data  
at one time!**

## **Digital KOCE Daytime**

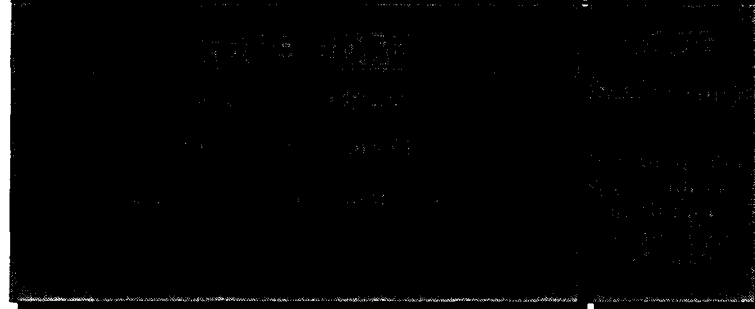
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**koce**  
Kaiser Broadcasting

## Digital KOCE Prime-Time

Text Data: Program Facts+Airport Flight Info+Calendar of Events+Scores



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## DTV (ATV/HDTV)

- Required for TV stations (6 year timetable)
- Expands broadcast capacity and/or allows transmission of HDTV signal
- Requires expensive conversion of entire transmission and production facility
- Enables KOCE to deliver more educational and community services
- May eventually provide additional funding streams
- Vast data transmission possible

koce

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# Digital KOCE Daytime

Text Data: Study Guides+Periodicals+Textbooks+Airport Flight Info+OC Stock Info

## KOCE

### Master Teacher

#### Channel

Teacher Support  
Courses

## KOCE

### Degree TV

College &  
Workforce  
Training

## KOCE

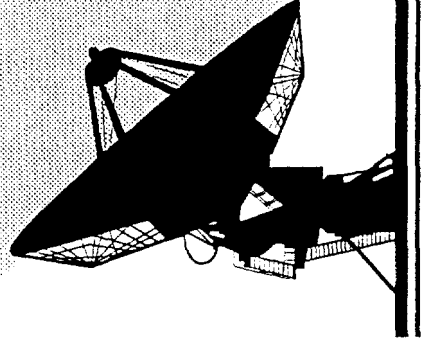
### Classroom TV

(K-12)  
Science &  
Math Courses

## KOCE

### Real Orange TV

OC Business,  
Arts, Culture  
& Destination  
Info Channel



X



# Digital KOCE Prime-Time

Text Data: Program Facts+Airport Flight Info+Calendar of Events+Scores

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**Real Orange**

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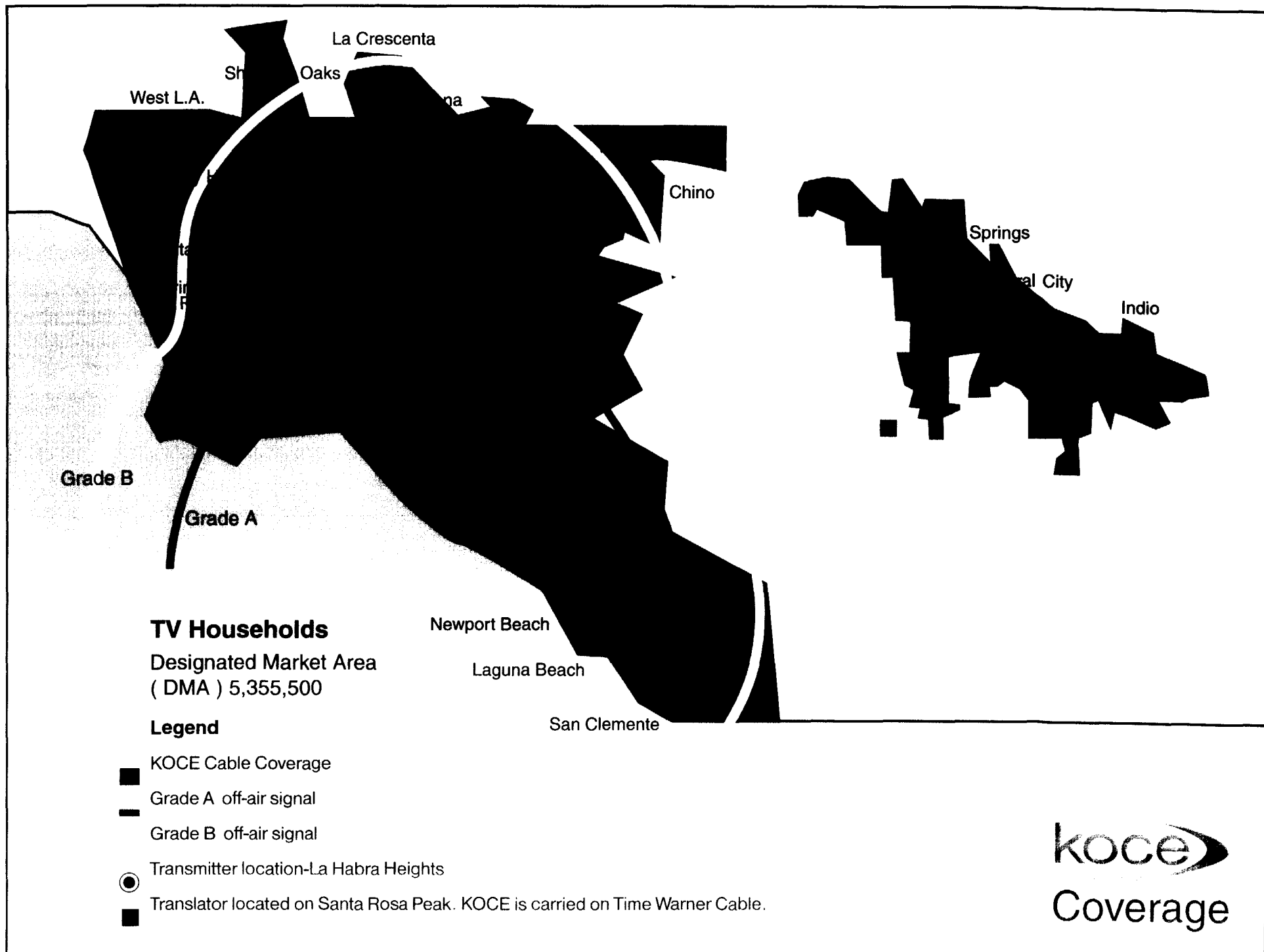
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- o Microfilm, microform, certain photographs or videotape.

- o Other materials which, for one reason or another, could not be scanned into the ECFS system.

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8 Pamphlets